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# Ideas

## about 4-H Clubs and Y M W

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Dear Coworkers:

The Christmas season makes us mindful of our many blessings and conscious of our opportunities to share with other peoples of the world. An inscription on the Statue of Liberty reads:

"Send these - the homeless, tempest tossed, to me.  
I lift up my lamp beside the golden door."

We continue to have compassion and concern for peoples of other nations as we share our 4-H ideas, ideals, program methods, and materials in all corners of the world.

The spirit of Christmas provides an even deeper realization of the true value of IFYE, 4-H Peace Corps, and the People-to-People activities, as positive forces toward the fulfillment of Peace on Earth and Good Will to All Men.

May your holidays be enriched with the satisfaction that comes through service to others.

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## NATIONAL 4-H CLUB CONGRESS

The 41st National 4-H Congress will be remembered as an outstanding opportunity for 1500 youth representing all States and Puerto Rico. Our sincere congratulations to the National 4-H Service Committee and to the State Leader Committees who took important responsibilities. The impact of this event is truly significant.

## PROGRAMS FOR YOUNG ADULTS

An important need is to rethink methods, procedures and responsibilities for developing extension education programs with young adults, out-of-school and unmarried. This need was highlighted by the Extension Committee on 4-H Club Work at its August meeting when recommending lowering the maximum age for 4-H membership:

"The recommendation implies the necessity of an expanded Extension program that will more adequately serve the needs of young adults."

We are happy to send you a copy of a recent talk by Bob Pinches at the Young Adult Section, Adult Education Association, in which he outlines a number of important educational opportunities.

## CAREER EXPLORATION

Everyone was tremendously pleased with the National Extension Training Conference on Career Exploration and Youth Employment held at Lincoln, Nebraska, October 24-26. Forty-seven States participated. We were especially pleased with the States' broad interest in this problem as evidenced by the representatives who attended. Many States reported definite plans for follow-up. Career Exploration can well be the most important feature of the youth phase of Rural Areas Development.

## VALUABLE CAREER MATERIAL

You may wish to doublecheck with your State Publication Distribution Officer to see that the reply form was sent in for the new career publication. The title is "Career Exploration -- A Guide for Extension Workers". Sufficient copies can be made available to provide one copy to each State and county extension worker. Present predictions are that the bulletin will be off the press by the end of January.

In the packet going to the State 4-H Club Leader we are enclosing two copies of each of the following publications:

- (A) "SCHOOL ... or what else" prepared by Bureau of Labor Standards, U. S. Department of Labor;
- (B) "Manpower in Farming and Related Occupations" by C. E. Bishop and G. S. Tolley, Professors, Department of Agricultural Economics, North Carolina State College, a study prepared for the President's Panel of Consultants on Vocational Education;



- (C) "Employment Opportunities of the 1960's", speech by Mrs. Aryness Joy Wickens, Economic Adviser to Secretary of Labor at Land-Grant Meeting, Home Economics Division;
- (D) "Review of Literature" duplicated with permission of Dr. Aubrey R. Slayton, Assistant State 4-H Club Agent, VPI, for his doctoral thesis;
- (E) "Career for Youth in the Poultry Industry" prepared by the Western Poultry Congress, Inc.

Those attending the National Extension Training Conference on Career Exploration and Youth Employment have copies of the last two items but not the first. We think that these four items will prove to be very informative and stimulating to you and members of your Career Exploration Committee.

#### STUDY URBAN 4-H WORK

A six-month case study analysis of 4-H Club work in urban areas began on November 1st. The study staff will be Dr. Emory J. Brown of Pennsylvania State University and Dr. Patrick G. Boyle of the University of Wisconsin. The study is being made by the 4-H Foundation with a grant of \$25,000 from the Ford Foundation. Brown and Boyle have been granted leave of absence from their universities to participate in this project. The two-person research team will assess the extent and effectiveness of urban 4-H work now operating in nearly 100 metropolitan areas. About half of the team's time will be spent in the field for depth study of about ten metropolitan 4-H programs, with the remainder of the time to be on analysis and reporting the findings.

The urban 4-H study was first proposed by the ad hoc committee on 4-H in Non-Farm Areas of the Extension Committee on Organization and Policy. Dr. Russell G. Mawby, assistant director of Extension for 4-H in Michigan, is committee chairman. In preparation for the depth study, the committee survey found that urban 4-H Club work is now being conducted in at least 92 metropolitan areas in 34 States. The 1960 4-H enrollment statistics indicate that 47.4% of 4-H Club members are from rural non-farm and urban homes.

The committee on 4-H in Non-Farm Areas will become the advisory committee for the urban 4-H study. In addition to Mawby, Boyle and Brown, members are: Dr. Marvin A. Anderson, associate director of Iowa Extension Service; Grant Shrum, Mylo S. Downey and Laurel K. Sabrosky.

#### 4-H INTERNATIONAL EXCHANGE DELEGATES RETURN FROM EUROPE, MIDDLE EAST AND LATIN AMERICA

Fifty-three young people from 27 States returned to the nation's capital, November 14 on their way home from their experiences of "learning another way of life by living it" in the International Farm Youth Exchange (IFYE) program.

They are the first of this year's 122 U. S. delegates to return home. IFYE's in this group were assigned to 17 of the 42 countries participating in the 1962 program. One other country is a "holdover" from 1961.

### PFIZER SCHOLARSHIP FOR UNDERGRADUATES

For the eighth year, the Chas. Pfizer & Co., Inc., will award twenty scholarship awards to deserving college juniors who are interested in Extension work as a career. Each of the scholarships amount to \$250. Nominations must be filed by March 1. Copies of the announcement and application form are now being prepared for distribution.

### MOVIES FOR 4-H PROGRAMS

#### "The 4-H Trail"

Paul C. Barker, 4-H Club Specialist in California informs us that their visual department has films for sale. There are 40 copies of California's "The 4-H Trail" available for \$50.00 per copy - sound, color film 1956 filming date.

#### 4-H Safety Idea for winter showing in 4-H Clubs - Special for ice belt areas!!

The American Red Cross has available a new  $4\frac{1}{2}$  minute, 16mm sound film, "Ice Rescue". You can make arrangements for viewing through your local Red Cross Chapter or the area office of Red Cross.

This film may be purchased for \$4.50 for your State film library from:

Roy E. Johnson  
Director  
Office of Public Information  
The American National Red Cross  
Washington 6, D. C.

### Minnesota Demonstration Movie

Have you seen the new color movie developed to encourage young 4-H members to learn to demonstrate? In the beginning it will be used primarily for leader training. We understand it might be made available for sale to other States although we do not have specific costs. If intersted, check with Minnesota.

#### Slide and Tape Set

"Garden Blocks and 4-H Clubs In Philadelphia" may be purchased from the Agricultural Business Office, 111 Armsby Building, The Pennsylvania State University, University Park, Pa. The set contains 85 slides with narration by Mrs. Bush-Brown. A set for viewing could be borrowed from our office.

### 4-H EXHIBIT PROMOTES ELECTRIC PROJECT

A new 4-H exhibit which promotes the electric project has recently been completed. The exhibit is a three-paneled unit with a rear-view screen for the projection of slides. The unit was built by Agricultural Information Service, P. O. Box 1625, Butler, Pa. It was designed by H. S. Pringle, Extension Agricultural Engineer, FES, and John Turrel, 4-H Electric Editor, Agricultural Information Service. The exhibit is available for regional and national meetings -- write Mr. Pringle.

### STATUS OF PHOTOGRAPHY MATERIALS

The enclosed report from the Chairman of the Photography Committee to the Subcommittee Chairman, R. O. Monosmith, indicates real progress is being made.

### LEADS FOR LEADERS NO. 24

Leads for Leaders offers a close look at a way to involve local leaders in State Extension Youth Program Direction as carried out in Utah.

### COMMUNITY SERVICE RECOGNITIONS

4-H club groups from Iowa, Missouri, New Jersey, New York and Ohio were cited in the Parents' Magazine community service awards program for teenagers. Nominees included 200 youth groups in 36 States.

### CRESTED CLOVER CITATIONS

It would mean a great deal if some State 4-H Club Leaders and some Directors wrote letters of appreciation to officers of organizations that have been recognized with Crested Clover Citations this year. A list of principal officers is enclosed. If you can make personal reference, it will strengthen your letter.

### EXAMPLES OF 4-H RESULTS

We have constant demand for examples of the impact of 4-H work on 4-H members and their families. We hope you will assist us by sending us at least one example per State. Timely examples would relate to resource development, career exploration, citizenship, application of science to 4-H projects, and health and fitness. We sincerely hope you will cooperate in meeting this need.

### SHARING SOME GOOD IDEAS IN THE STATES

#### Alabama - Leadership Development

Our FES Rural Sociologist, Dr. E. J. Niederfrank, planned and directed leadership development workshops in cooperation with the Tuskegee Extension staff and Mr. A. S. Bacon, Assistant to the Administrator, FES. Various methods and materials were used. Follow-up work, including preparation of materials, outlining of State objectives in leadership development for plans of work, more intensive training on pilot counties, and evaluation are contemplated as the work on leadership development proceeds.



### California - Ceremony for State 4-H Leadership Conference

The Flag Ceremony which opened National Conference was adapted as the inspirational closing for State 4-H Leadership Conference. The delegates stood beside a rostrum on the floor of the auditorium which was below stage floor level. Spotlights were directed on the flags at the side of the stage and fans projected up from the floor, made them wave. On a very large screen at the back of the stage and centered between the partially drawn curtains was projected a picture of the delegates standing in front of the National 4-H Club Center.

### Indiana - Junior Leaders

"Group Activities for Junior Leaders in Indiana" summarizes some creative activities which junior leaders have planned and conducted to strengthen their county 4-H program. Author Eric Holm has included many photographs and narrated examples, plus procedures for teaching.

### Louisiana - History of 4-H Club Work

A handsome new bulletin traces the development of 4-H Club work in the State. It was jointly developed by a member doing graduate work and by the publications editor.

### Minnesota - State Rural Youth Conference, November 3

Members of Rural Youth-YMW (Young Men's and Women's) groups throughout the State held their fall conference in Glencoe, Saturday, November 3. Members of Rural Youth-YMW groups, older 4-H junior leaders and other young adults in the State were invited to attend the meeting.

### Mississippi - State Agronomy Tour

Twenty 4-H agronomy project winners toured the Mississippi Coliseum, Wildlife Museum, Old Capital State Museum and Farmers Central Market in Jackson. In Vicksburg they toured the Waterways Experiment Station and the Vicksburg National Park Battlefield. In Yazoo City they toured Mississippi Chemical Corporation. In the Delta Area this group visited Delta and Pine Land Company at Scott, Delta Branch Experiment Station, Stoneville Pedigreed Seed Company and Walker Farms at Stoneville, Moss. The tour was terminated at Clarksdale where the group visited Coahoma Chemical Company and Gotcher Manufacturing Company.

### New Hampshire - Training for Adult and Junior Leaders

The Junior Leadership bulletins came off the press in time to be distributed at a Statewide meeting of more than 300 adult and junior leaders. The adult leaders had three sessions on junior leadership and project leadership. The junior leaders had a session on working with the adult local leader on their junior leadership project. This meeting and these materials will help junior leaders to do their leadership on a local basis besides working with the club agent on county activities.

#### New Jersey - Action Ideas for 4-H Clothing Leaders

This first in a series of letters to 4-H clothing project leaders is made available to agents by the clothing specialist. The letter, to be issued three or four times during the year, will have timely project information and suggestions for activities.

#### New York - Conference for 4-H Agents

The six study groups gave their attention to: (1) Improving Educational Experiences of Project Work, (2) The place of Science in the 4-H Club Program, (3) Capturing and Holding the Interest of Older Teen-agers, (4) Implementing Concept of Socially Useful Programs, (5) Meeting the Needs of Urban and Suburban Youth, and (6) Extending Programs Beyond Present Channels and Methods. Staff assisting included C. J. Gauger and Norm Mindrum, as well as Fern Kelley and Maurice Hill of our staff.

#### North Carolina - Big Gift to 4-H Camp

A gift of \$250,000 has assured the construction of a 4-H camp for North Carolina State College at Chinqua-Penn Plantation. The gift was made by Mrs. Betsy Penn, who gave her multi-million dollar 826 acre Chinqua-Penn Plantation to the Consolidated University of North Carolina (of which North Carolina State is a part) in 1959. A \$50,000 allocation from the North Carolina 4-H Foundation has been added to the gift to bring the 4-H camp construction fund to \$300,000.

Plans for the 4-H camp provide for an all-weather facility for about 150 4-H Club members and supervisory personnel. The camp will be on a 25-acre tract bordering a lake.

#### Ohio - Time Use

Laurel Sabrosky is working with the Ohio staff in developing plans for a time use study by about 40 agents. It will be a study of time spent by 4-H Club agents on 4-H Club work.

#### Tennessee - Town and Country Business Program

Tennessee is expanding its Town and Country Business Program. Nine additional counties are being involved this year. The expansion was made after the successful completion of a trial program in five counties. This new 4-H program is a part of an older youth program and a pitch toward more "agri-business" emphasis. The Agricultural Economics specialists and State 4-H Leaders say the program is Extension's way of helping senior young people gain a better understanding of economics and business by studying firms associated with the marketing of agricultural products.

#### West Virginia - Centennial Preparation

4-H Clubs are rallying to the State rural beautification project to help present a new face for the 1963 celebration. Each club decides what its projects will be--a dozen major suggestions have been offered. Civic and fraternal organizations throughout the State are cooperating on the activity to improve highway beauty and restore and develop historic sites.

NEWS OF OUR  
CO-WORKERS

Changes in State Staffs

Wisconsin - Jerold W. Apps is named an Assistant State 4-H Club Leader. Formerly he was a county 4-H Club Agent in the same State.

Indiana - Annabel Rupel, formerly county home demonstration agent, has joined the staff as Assistant State 4-H Leader, succeeding Charlene Foster.

Maryland - Donald Osburn, 1961-62 National 4-H Fellow, has joined the staff as Assistant State 4-H Club Agent.

Missouri - Rebecca Williams, former county home economist, joined the staff on October 1, as Extension Youth Specialist. She succeeds Jo Ellen McKay who recently changed her name to Mrs. Clifford Meeker.

Kentucky - Isobel Crutchfield, former county home demonstration agent, joined the staff as Field Agent for 4-H Extension Programs.

Kansas - Don Esslinger, former Rice County 4-H Club Agent, is appointed as new Editor for the Kansas 4-H Journal. He became a member of the Foundation staff in October. During the past year Don has been studying in Washington, D. C. and at the University of Maryland as one of seven National 4-H Fellows.

Georgia - R. J. Richardson has retired as State YMW Leader. Harold Darden has been named Associate State 4-H Club Leader. Joan Cogburn, former assistant home agent, joined the staff with the title of 4-H leader. Marian Fisher has a new title: District Agent, 4-H Program.

Tennessee - Fred W. Colby, Associate 4-H Club Specialist, retired in September. Fred has been nationally known as a recreation leader.

Maine - Kenneth Potter, 4-H agent at large, has resigned.

Florence Kimmelshue, who recently retired from the Illinois 4-H staff now lives at 167 West 3rd St., Manteno, Ill.

On November 1, Mamie Hardy of the National Cotton Council joined the Educational Bureau, Coats and Clark, Inc. as supervisor of educational field activities. A former national 4-H clothing scholarship winner from Alabama, she succeeds Mrs. Doris Johnson Saderholm who is resigning (effective in December) to devote full time to homemaking.

John Danekee of General Motors Corporation reitred on November 30. His successor will be Raymond O. Darling of the Education Section, Public Relations Department.

New appointees to the National 4-H Foundation Sponsors Council are Paul A. Gorman, executive vice president of American Telephone and Telegraph Company and Allen Wagner, vice president for public relations of the General Foods Corporation.



W. W. Eure, Associate Director of the National 4-H Foundation, is on a seven-week trip around the world. He will visit with rural youth organization officials, U. S. Agricultural Attaches and rural youth advisers, and other interested in the IFYE program in Japan, Thailand, India, Pakistan, United Arab Republic, France, Great Britain and Spain. He will return to the U. S. December 20. While in Britain, Andy will also direct the 4-H Foundation's Rural Youth Leaders' Seminar (December 4-13) for IFYE exchangees returning to their home counties after six months in the United States.

Jasper E. Jernigan joined our FES agronomy team October 29. Mr. Jernigan will devote major attention to cotton, weed control and seed improvement programs. He is a native of Alabama and has served as Extension agronomist on the Alabama staff for the past seven years.

The hard-working National Record Judging Committee who judged 4-H records for 1962 were Lloyd Rutledge, chairman, plus Ann Barr, Alabama; Ray Weick, Arizona; Billy J. Allen, Florida; James Shigeta, Hawaii; Charles Gosney, Indiana; John Hanna, Kansas; Lavonia Hilbert, Maryland; Evelyn Harne, Minnesota; Marilynn Purdie, Mississippi; Robert Stevens, New Hampshire; Tiny Faye Jones, New Mexico; and Phyllis Stout, New York. Miss Emmie Nelson was National Committee contact.

#### IN CLOSING

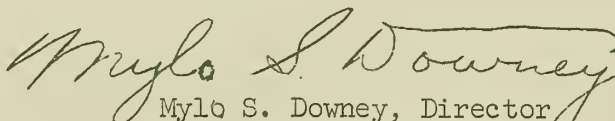
Dr. York, in one of his many inspirational talks, summed up our opportunity with youth this way:

We live in a fast-moving world. More than any other group, youth reflect the pressures, uncertainties, and instability of our time. This poses many challenges to our educational leadership. One challenge is to provide educational experiences for ever-larger numbers of young people. Another is to add depth and breadth to our programs--giving them substance to attract and hold youth.

One problem is helping people adjust to social and economic changes. Youth need to understand and appreciate these changes so they will be better equipped for adult responsibilities. They need managerial skills for making decisions they face as youth as well as to prepare them for adult responsibilities. They need help in exploring career opportunities.

These are challenges to our educational leadership. As we translate these challenges into opportunities, we can render increasingly significant service to the American people.

Sincerely yours,



Mylo S. Downey, Director  
4-H and Youth Development

Program Leaders:

Maurice L. Hill  
V. Joseph McAuliffe  
Robert R. Pinches  
Edgar A. Reeves, Jr.  
Lloyd L. Rutledge

John W. Banning, Assistant Director  
(on study leave)  
Fern S. Kelley, Assistant Director  
(Editor of IDEAS)

Enclosures





